



KEYNOTE SPEAKER

DR. JONAH BERGER

Best-Selling Author and Expert on Decision Making, Consumer Behavior, Word of Mouth, and How Products and Ideas Become Popular

Drawing on research he conducted for his book *Invisible Influence*, Dr. Berger will showcase how to, as Zappos CEO Tony Hsieh put it, “influence others, make smarter decisions, or just better understand the mystery that is human behavior.” This is a must-see presentation for HR, sales, and leadership teams—and anyone tasked with persuading others to take action. You will leave knowing how to capitalize on invisible influences and champion your ideas!



CLOSING SPEAKER

DAVID RAYMOND

The Original Philly Phanatic and Emperor of Fun

David Raymond will walk you through the most important business and life lessons the Phanatic taught him and showcase how to value and develop serious fun for your workplace, at home, and in your communities. Not only will you learn how to unleash *The Power of Fun*, you will gain a better understanding of how to produce a workplace culture that fosters employee engagement, retention, and productivity.

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